



DEAR FRIEND:

Your request for the Large Illustrated Coin Folder has been received, and I take pleasure in mailing it to you herewith. I ask that you read it carefully from beginning to end. By so doing you will thoroughly understand our methods of doing business. You will also wonder how we can offer so complete a book for so low a price.

Here is the reason: We buy and sell all kinds of rare money; we have been engaged in this business for over THIRTY YEARS. Our business amounts to \$200,000.00 a year. And we cannot begin to find enough to meet the demands of collectors who buy from us for their private collections. We must encourage people to be on the look out for coins, bills and stamps which are worth more than their face values, and for which we gladly pay cash prices. It is necessary for us then to, first, get a large number of people interested in rare coins, and, second, it is necessary to teach them how to recognize valuable coins when they see them.

The Star Rare Coin Encyclopedia accomplishes this by giving COMPLETE and authentic information about all rare money as well as showing in PLAIN FIGURES the prices we pay for any coin listed.

To get a large number of people interested in coins, the Coin Encyclopedia must be given a wide circulation. I would like to do this by distributing the book FREE. But with the large expense in getting it out this would, of course, be impossible. We, therefore, do the next best thing and give it eventually FREE, to those who show sufficient interest. That is, the nominal charge of \$1. which we make for the book is REFUNDED as soon as you have sold us coins, bills or stamps on which the premium we pay above their face value amounts to \$5. or more.

And remember, WE ABSOLUTELY AGREE AND GUARANTEE to buy from you any coin, bill or stamp listed in our Star Coin Encyclopedia, which you send us, and we pay the full price for it shown in that book.

The Star Encyclopedia is almost a necessity to you. Men and women in every occupation, every walk of life, have found rare and very valuable coins. Any day a rare coin may pass through your hands, unknown to you. You may even notice it, think there is something a little odd about it, but never guess there is an extra value to the coin, and therefore pass it on. Yet that very coin may be worth many, many times its face value. If you had a Star Coin Encyclopedia, it would only be a matter of a few moments' time to make sure by finding this coin listed, and also, just what we will pay for it. Many coins NOW IN CIRCULATION are worth large premiums. So this book might be the means any day of putting some easy money into your pocket. And remember that, as soon as you sell us coins, and their premiums amount to over \$5, we REFUND the dollar you paid for the book.

Don't be without this Encyclopedia a day longer. An order blank is enclosed for your convenience. You don't even need to write a letter. Just sign the order blank. You will find an addressed envelope for it.

I thank you very heartily for your inquiry and hope we may have the pleasure of hearing from you by return mail, with your order. I believe that it may bring you in many an extra dollar over a period of many years.

Cordially yours,
B. MAX MEHL
General Manager.